

Elevate your sales with custom AI-powered chatbots



Chatbots powered by artificial intelligence can enhance customer experience and reduce staffing costs. Just as important, they gather critical user data to make your entire business more profitable.

A customer service revolution

In 2023, we saw a meteoric rise in AI-powered chatbot apps — a whopping 260 percent YoY growth in apps with a primary focus on AI or chatbots, just in the first six months of 2023 compared to all of 2022.

The hot streak is set to continue: From 2023 to 2032, the global chatbot market size is projected to increase from \$1 billion to \$4.9 billion at a CAGR of 19 percent.

In terms of regions, in 2022, North America had the largest market share (about 41 percent) and is expected to dominate the global chatbot market during the reporting period. As for the industry leading the chatbot adoption, ecommerce had the highest market share in 2022 — about 21 percent.

Gartner predicts \$80 billion in savings in contact center agent labor costs by 2026, and that chatbots will become a primary customer service channel for many organizations by 2027. Rest assured that chatbots that offer 24/7 assistance will become more and more common across industries, including finance, ecommerce, and healthcare.

Key steps for chatbot development

We've built our fair share of chatbots over the years, including those that feature the latest and greatest AI technology. Along the way, we've zeroed in on the critical steps that make building a great bot efficient and stress-free.

Step 1

Understand your customers' pain points

A keen understanding of what your customers don't like about interacting with your business — and might keep them from coming back for more — is often the best starting point. If your bot can eliminate those frustrations, you've got a far better chance of engaging and retaining your customers and therefore increasing your revenue.

Step 2

Choose your chatbot type

Rule-based and AI-based are the two primary kinds of chatbots.

A bot based on predefined rules will be good enough for handling simpler tasks, like answering common questions (e.g., "What's your refund policy?") and collecting user data (e.g., "Do you prefer straight-leg or boot-cut?").

Compared to rule-based bots, AI bots are more sophisticated in the way they work and communicate with users. For example, an AI chatbot can manage patient admission and preliminary screening or assess a customer's creditworthiness.

□ Step 3

Build your bot

Obviously, automated chatbot builders are easy to use and can give you a good bang for your buck quickly. But if you need a digital assistant that can handle more intelligent conversations, is trained to digest data optimally, or is equipped to integrate with the specifics of your business or other platforms (like Salesforce), a custom solution built by developers with years of experience working with conversational AI and chatbots is likely the best route.

Design the conversation flow by identifying possible customer queries (“user inputs” or “intents”). From there, you can create the entities — the specific and relevant bits of information on your end that the bot needs to understand and answer user actions and questions. Together the inputs and the entities can feed a map indicating how dialogues between the customer and the bot might unfold.

Keep in mind that users might input questions in different ways, so create variations on the same question. Also create natural-sounding fallback responses for unrecognized queries. (which, if you do it right, should be infrequent).

Pro tip! Build your bot on a platform that will allow you to implement it across multiple channels and messaging platforms, like WhatsApp, Facebook Messenger, and Telegram.

Step 4**Train your bot**

Unlike rule-based bots, AI bots need to be trained. Natural language processing (NLP) and natural language understanding (NLU) are core pillars of your bot training: NLP allows bots to understand the meaning of text or speech, while NLU uses deep learning to extract meaning from massive data sets.

You can either train your bot using real-life customer interactions or rely on third-party machine learning databases.

In many ways, finance has led the way with natural language processing and AI chatbots. [Learn more](#).

Pro tip! Even though you want your bot to be as human-like as possible, don't aim to fool your customers into thinking that they're talking to a live agent. At the start of every conversation with your virtual assistant, make it clear to your users that they're talking to a helpful bot — and be transparent about what the bot can do for them.

Step 5**Fold in advanced features**

Emojis, GIFs, and other images embedded in the conversation flow, CTAs and special offers, language selection . . . all of those extra features can upgrade your bot and make it more engaging. Also, integrations with other systems, like your CRM or payment gateway, can save you hours managing routine tasks.

 Step 6**Test the bot's performance**

Don't skip on testing how your bot understands user requests, processes them, and replies before its release. Test automation and analytical tools like [Chatbottertest](#), [Botanalytics](#), [Botium](#), or [Dimon](#) will make sure that your bot's conversational flow goes just the way you want it to. You can also hire [QA and testing](#) experts who can check for any inefficiencies in terms of how your data is ingested, analyzed, and leveraged.

 Step 7**Monitor post-deployment**

Constant monitoring of the bot's performance against specified KPIs is an essential part of the chatbot development workflow. Be sure to look at engagement, conversions, and retention generally and at the number and length of conversations, chat handoff rate, and the number of leads the bot has captured.

Pro tip! Integration with your CRM will make monitoring your live chatbot even more effective.



Personalize customer interactions with a custom AI solution

Competitive market conditions push business owners to act fast to stay afloat. Building an advanced AI bot requires understanding appropriate frameworks and programming languages. If you want to save time and money on learning and applying new tools, consider engaging with a dedicated team of developers.

Our dedicated development teams not only build full-featured products but can also do all types of quality assurance, like mobile and test automation, as well as necessary maintenance and feature updates after the launch.

Embrace infinite possibilities of intelligent chatbots developed by our AI and ML experts

360-degree visibility into the process

You retain complete control over your project vision and product development while creating more time for focused planning and implementation of strategies.

Comprehensive security

Naturally we always sign NDAs with our clients, and our engineers are trained regularly in the latest-and-greatest in information protection so your assets — and your customers' data — stay secure.

Access to high-quality, up-to-the-minute expertise

We heavily invest in technology certifications and training, so our engineers always stay up to speed on the latest advances in the AI and ML tools and platforms they use.



Ready to build a custom chatbot solution with our expert development team?

Tell us more about your needs. From there we'll set you up with a team of developers who provide the skills and experience you need.